

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 260003

1. THE NAME OF THE CANDIDATE IS: Bagdanoff, Gardner, Gaetz
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF FL St Senate in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
RPOF 3 PACK (Bagdanoff, Gardner, Gaetz)
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Jeff Howell
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Marianne Campbell
Name

Address

203 966-9757
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:
Jeff Howell - Treas

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Print Date 09/26/12

Page 1 of 2

Flight Dates 09/25/12-09/27/12

Contract / Revision 260003 /

Original Date / Revision
09/21/12 09/21/12

Advertiser POL/RPOF 3 PACK//R/STR/F

Agency McLaughlin & Associates

Buying Contact

566 South
Route 303
Blauvelt, NY 10913

Product
RPOF3PACK

Agency Com 15%

Billing Contact

566 South
Route 303
Blauvelt, NY 10913

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 496

Alt Order # 06332066

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL GEN

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 100% Market Value 31450

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	32	\$26,732.50	\$31,450.00	0.00
Totals	32	\$26,732.50	\$31,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	32	\$26,732.50	\$31,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	09/25/12	09/27/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am	-TWT---	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---					3	\$750.00		0.00			
E 2	WPLG	09/25/12	09/27/12	M-F 7-9a GMA Good Morning America	CM	7-9am (7:00 AM-9:00 AM)	-TWT---	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---					6	\$850.00		0.00			
E 3	WPLG	09/25/12	09/27/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a	-TWT---	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---					3	\$400.00		0.00			
E 4	WPLG	09/25/12	09/27/12	M-F 11a The View M-F The View	CM	11-12n (11:00 AM-12:00 PM)	-TWT---	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---					3	\$1,000.00		0.00			
E 5	WPLG	09/25/12	09/27/12		CM	12-1PM	-TWT---	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00



WPLG

Print Date: 09/26/12

Page 2 of 2

Contract / Revision **260003** Flight Dates **09/25/12-09/27/12**

Hiatus Dates

Original Date / Revision 09/21/12/ 09/21/12

Order Sep 00:15:00

Advertiser **POL/RPOF 3 PACK//R/STR/** Product **RPOF3PACK**

Estimate # **496**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12n News M-F LCL 10 News @ No											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3			\$400.00			0.00			
E 6	WPLG	09/25/12	09/27/12	M-F 4p Dr Oz Dr Oz	CM	4-5p	-TWT---	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3			\$650.00			0.00			
E 7	WPLG	09/25/12	09/27/12	M-F 5p LCL News Local 5p News	CM	5-6p	-TWT---	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3			\$750.00			0.00			
E 8	WPLG	09/25/12	09/27/12	M-F 6p LCL News M-F Local News	CM	6-630pm (6:00 PM-6:30 PM)	-TWT---	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3			\$1,300.00			0.00			
E 9	WPLG	09/26/12	09/26/12	M-F 7p Wheel of Fortune M-F Wheel of Fortune	CM	7-730pm	--1----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--1----		1			\$2,300.00			0.00			
E 10	WPLG	09/25/12	09/25/12	M-F 730p Jeopardy M-F Jeopardy	CM	730-8pm	-1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-1-----		1			\$2,300.00			0.00			
E 11	WPLG	09/25/12	09/27/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	-TWT---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWT---		3			\$2,000.00			0.00			
													Totals	32	\$31,450.00